AMENDMENTS TO THE CLAIMS:

Claim 1.   (Currently amended) A voice banner advertisement system for performing an

advertisement with voice, comprising:

a Web server comprising:

Web page data transmission means for constituting Web page data comprising

contents data and banner advertisement data to be offered to a user and transmitting

the Web page data; and

history information recording means for recording as history information the

number of times which a banner advertisement is transmitted; and

a user terminal comprising:

communication means for performing data communication with the Web

server through a network,

voice synthesis means for extracting the banner advertisement data from Web

page data received from the Web server, and converting the extracted banner

advertisement data into voice by voice synthesis to utter the extracted banner

advertisement data, and

display means for displaying the Web page data received from the Web server,

wherein a display area of the display means is maximized by uttering the

extracted advertising data and displaying only the contents data of the Web page data

received from the Web server, and

wherein said Web page data transmission means constitutes said Web page

data comprising content data and banner advertisement data in response to said Web

server receiving a Uniform Resource Locator from said user terminal.

Claim 2.   (Currently amended) A voice banner advertisement system according to claim 1, wherein the user terminal further comprises voice synthesis operation setting means for setting whether the voice synthesis means is made valid and transmitting the setting contents to the Web server ~~when the voice synthesis means is valid~~.

Claim 3.   (Previously Presented) A voice banner advertisement system according to claim 2, wherein said Web server further comprises operation setting information reception means for receiving setting contents from the user terminal representing whether voice synthesis is valid in the user terminal.

Claim 4.   (Currently amended) A user terminal for uttering received advertisement data with voice, comprising:

communication means for performing data communication with a Web server through a network;

Web page browsing means for receiving Web page data offered by the Web server to browse the Web page data, the Web page data comprising contents data and banner advertising data;

voice synthesis means for extracting the banner advertisement data from the received Web page data and converting the banner advertisement data into voice by voice synthesis to utter the extracted banner advertisement data; and

display means for displaying the Web page data received from the Web server,

wherein a display area of the display means is maximized by uttering the extracted banner advertisement data and displaying only the contents data of the Web page data received from the Web server,

wherein said communication means transmits a voice synthesis operation setting that

indicates an operating status of said voice synthesis means, and

wherein said Web page data comprises said banner advertising data only when said

voice synthesis operation setting indicates that said voice synthesis means is operable.

Claim 5.   (Currently amended) A user terminal according to claim 4, further

comprising:

voice synthesis operation setting means for setting said voice synthesis operation

setting ~~whether the voice synthesis means is made valid~~ and transmitting the setting contents

to the Web server.

Claim 6.   (Currently amended) A voice banner advertisement method for performing an

advertisement with voice, comprising:

constituting Web page data comprising contents data and banner advertisement data

offered to a user;

transmitting the Web page data to the user;

recording as history information the number of times which the banner advertisement

data is transmitted to the user;

extracting the banner advertisement data from the received Web page data;

converting the extracted banner advertisement data into voice by voice synthesis to

utter the banner advertisement data;

uttering the extracted banner advertisement data; and

displaying to the user only the contents data of the Web page data received from the

Web server to maximize a display area available for the contents data, wherein said

constituting said Web page data is in response to receiving a Uniform Resource Locator from

said user.

Claim 7.   (Previously Presented) A voice banner advertisement method according to

claim 6, further comprising:

        setting whether the banner advertisement data is to be uttered with voice by the voice

synthesis, wherein the Web page data including the banner advertisement data is transmitted

only when the voice synthesis operation is valid.

Claim 8.   (Previously Presented) A voice banner advertisement system according to

claim 1, wherein the network comprises the Internet.

Claim 9.   (Previously Presented) A voice banner advertisement system according to

claim 1, wherein the banner advertisement data in the Web page data comprises a voice

synthesis tag.

Claim 10.   (Currently amended) A voice banner advertisement system according to claim

2, wherein the Web server constitutes said Web page data from said contents data and said

transmits the advertisement data to the user terminal only when the voice synthesis means is

valid and constitutes said Web page data only from said contents data when the voice

synthesis means is invalid.

Claim 11.   (Currently amended) A voice banner advertisement system according to claim

3, wherein the Web page data transmission means determines whether constitutes the Web

page data includes said including banner advertisement data on the basis of whether voice

synthesis is valid in the user terminal the setting contents.

Claim 12.   (Previously Presented) A user terminal according to claim 4, wherein the

network comprises the Internet.

Claim 13.   (Previously Presented) A user terminal according to claim 4, wherein the

banner advertisement data is incorporated in the Web page data as a voice synthesis tag.

Claim 14.   (Currently amended) A portable terminal with a small-area information

display comprising:

        Web page browsing means for receiving Web page data from a Web server through a

network, the Web page data comprising contents data and banner advertising data;

        a voice synthesizer that extracts the banner advertisement data from the Web page

data received from the Web server through the network, and converts the extracted banner

advertisement data into voice data which is uttered through voice synthesis; and

        a communication means that transmits a voice synthesis operation setting that

indicates an operating status of said voice synthesizer to said Web server,

        wherein a display area of the small-area information display is maximized by uttering

the extracted banner advertisement data and displaying only the contents data of the Web

page data received from the Web server,

        wherein said Web page data comprises said banner advertising data only when said

voice synthesis operation setting indicates that said voice synthesis means is operable.

Claim 15.   (Previously Presented) A portable terminal according to claim 14, further comprising a communication means for performing data communication with the Web server through the network.

Claim 16.   (Previously Presented) A portable terminal according to claim 14, wherein the Web page browsing means enables browsing the Web page data received from the Web server.

Claim 17.   (Currently amended) A portable terminal according to claim 14, further comprising a voice synthesis operation setting means for setting <u>said voice synthesis operation setting</u> ~~whether the voice synthesizer is made valid~~ and transmitting the setting contents to the Web server.

Claim 18.   (Previously Presented) A portable terminal according to claim 14, wherein the network comprises the Internet.

Claim 19.   (New) The system of claim 1, wherein said user terminal transmits to said Web server setting contents indicating whether said voice synthesis means is valid, and if said voice synthesis means is valid, then said Web server records said history information.

Claim 20.   (New) The system of claim 19, wherein if said voice synthesis means is invalid, then said Web server does not record said history information.